



Christmas in a Nutshell

-delicious California Almonds

Among the good things that Christmas brings are these big California almonds with thin paper-shells full of tender white meats—so wholesome and inviting. Almonds so good that kiddies wonder if Santa Claus himself doesn't live in California!

If you like your almonds salted, try blanching them yourself. It's very simple and you get the real, full flavor of the almonds when you crack them and salt them at home. Almonds improve your Christmas candy too—and your

cakes. And your turkey dressing will turn out to be the choicest of delicacies if it is flavored with Blue Diamond California almonds.

Blue Diamond almonds owe their perfection in flavor and quality to the climate of California and the methods of culture practiced by the California Almond Growers' Exchange, the largest handlers of almonds in the world. Ask your dealer for Blue Diamond California Almonds and you will be sure to get full-meated, paper-shelled nuts of the highest quality.

California Almond Growers' Exchange
San Francisco, California

To Our Friends
the Retailers:

Remember almonds on display sell many times quicker than almonds not displayed. Keep them on the counter—not under the counter. Better yet, put in an almond window display. Material is enclosed in every Blue Diamond bag. Also ask for extra window trim material. The \$3000 prize contest has not closed yet. Detailed information from U. H. Dudley & Co., Selling Agents, New York—Boston—Philadelphia.

BLUE DIAMOND

BRAND

Almonds

from the Valleys of California



ask your dealer for new crop California Almonds